Annual Survey of Coalitions

CADCA’s Annual Survey is a leading source of information on community-level substance misuse prevention.

Your participation helps:

- Determine coalition development needs
- Prepare relevant briefs and webinars
- Identify successful coalition strategies
- Develop collaborative projects between coalitions, CADCA, and our partners
- Inform community-level prevention research

Complete the survey by May 27 for a chance to win a $100 Visa gift card.

Email survey@cadca.org to receive a survey link
More info available on www.cadca.org/annualsurvey
Why the Point of Sale Matters for Public Health

Research into Action Webinar Series

countertools.org geohealthequity.org cadca.org
Today's Presenter

Elizabeth Gerndt, MPH
Project Director
Counter Tools
Why the Point of Sale Matters for Public Health

April 16, 2020
Elizabeth Gerndt, MPH
Our Vision

We envision a nation where healthy living is equitable across communities and every person has access to healthful choices.
What is the point of sale?
Reasons why POS matters

1. Industry marketing spending
2. Youth tobacco use initiation
3. Quit attempts more difficult
4. Density & proximity
Industry marketing spending
$7.2 Billion
Spent in 2018 on cigarette and smokeless tobacco marketing at the point of sale
Spending Breakdown

- Price discounts & promotional allowances: $8.2 Billion per year
- POS advertisements: $87.5 Million per year
- Coupons: $373.3 Million per year
The 4 Ps of Marketing

Product
Price
Placement
Promotion
E-Cigarettes
Product
SNUS/Smokeless

Product
Price Discounts

Price

$3.83 Per Pack
When you buy 3!
Tobacco next to Kid-friendly Products

Placement
Signage

Promotion
Branded Shelving Units

Promotion
Youth tobacco use initiation
Kids are frequent c-store shoppers

In a nationally representative sample of 13-16 year olds, **almost half visit at least once/week**

C-stores have **more tobacco marketing materials** than other store types

Sanders-Jackson, Parikh, Schleicher, Fortmann, & Henriksen, 2015
middle- and high-school students exposed to e-cigarette advertisements in the retail setting

What's the impact of this exposure?
1. Increased curiosity
2. Increased intention
3. Increased initiation

Marynak K, Geritzke A, Wang TW, Nefi L, King BA, MMWR 2018
Villanti, et al., 2016
Nicklak, Harrell, Perez, Pasch, & Perry, 2017
Best, C., Haseen, F., van der Stuijs, W. et al., 2016
Initiation Research Example

Smoking initiation after 12 months

18% of adolescents overall

Frequency of visits to convenience, liquor, or small grocery stores

29% among those who visit at least twice/week

9% among those who visit less than twice/month

Henriksen L, Schleicher NC, Feighery EC, & Fortmann SP, 2010
Quit attempts more difficult
Think about trying to quit in this neighborhood...

Exposure to retail marketing associated with impulse purchases & lower probability of quit success

Siahpush M, Shaikh RA, Smith D, et al., 2016
Maloney EK, Cappella JN, 2016
Durkin SJ, Bayly M, Wakefield MA, 2016
Density & proximity
Proximity

A measure of the distance to nearest tobacco retailers in an area

Measured in feet, miles or km; radial or network buffers

Density

A measure of the concentration or clustering of tobacco retailers in an area

Measured as number per 1,000 population
Retailer Proximity

Recent quitter is half as likely to stay quit if ≤ 250 meters

Reitzel LR, Cromley EK, Li Y, et al., 2011
Retailer Density...

- is associated with higher initiation & prevalence of cigarette use among youth & adults
- increases exposure to industry POS advertising, marketing and promotions
- contributes to social and environmental inequalities
- can be effectively impacted by licensing or zoning policy strategies
Density & Proximity: Impacts on Youth

- No retailers: 11.9% prevalence
- Low Density (1-5): 13.6% prevalence
- High Density (>5): 15.1% prevalence

Henriksen L, Feighery EC, Schleicher NC, Cowling, DW, Kline RS, Fortmann SP, 2008
Disparities in Retailer Density

Prince George's Co, MD

3.94 tobacco outlets per 1000 persons tract
Average annual income $77K

Baltimore, MD

7.95 tobacco outlets per 1000 persons tract
Average annual income $43.5K

Higher density among low-income & minority communities

Rodriguez D, Carlos HA, Aduachi-Mejia AM, Berke EM, Sargent JD, 2013
Mills SD, Golden SD, Henricksen L, Kong AY, Queen TL, Ribisl KM, 2019
Gioveneco DP, Spillane TE, Merzer JM, 2019
Reasons why POS matters

1. Industry marketing spending
2. Youth tobacco use initiation
3. Quit attempts more difficult
4. Density & proximity
Stay in Touch!

CounterTobacco.org
Subscribe: bit.ly/CounterTobaccoNews

eлизabeth@countertools.org

CounterTools.org
Questions from CADCA

1. What strategies do you recommend as most effective in limiting the tobacco industry's influence at point of sale?

2. CADCA’s Geographic Health Equity Alliance focuses on reducing health disparities related to place. How does this information differ in rural areas where outlet density is lower?
Questions from Participants

If you have a question for the presenter regarding the topic of this presentation, please enter it in the Q&A box now.

We will answer as many questions from the audience as time allows.
Upcoming Research Into Action Webinars

Tuesday, May 12, 2020

Substance Use, Academic Performance, and Academic Engagement Among High School Seniors by Brittany Bugbee
Thank You!

CADCA wishes to thank Elizabeth Gerndt and Counter Tools for their tireless work in providing such valuable and current material. We also thank coalition member participants for their comments and insights.

For help with any evaluation or research related issue, or questions about this webinar, please send an email to evaluation@cadca.org.